

Innovating in the context of change

The key to future success in Australia's food and grocery sector

In our pandemic world where localism and provenance has set the Australia agenda, there is consumer craving for a return to sensorial experiences and brands that guide change.

72%

prefer to physically visit shops with 65% **believing physical stores have better selection**

Kantar COVID-19 Barometer, April 2021, n=501

93%

have tried new brands in lockdown with 78% **"as satisfied" or "more satisfied"** with the alternative

Kantar Online Omnibus April 2020, n=1000

Despite our current rate of recovery, brands must think about how they can engage people with COVID-safe experiences and deliver the sensorial activations and innovative experiences vastly removed last year.



Six trends driving Australia's food and grocery sector in 2021



Consumer behaviour

More time at home with less disposable income equals a bigger gap between premium and value.



Brand expectation

Brands are being held to a higher standard and need to own it.



Brand trust

Brand purpose must be clear, authentic and driven through every part of the business.



Online acceleration

Digital is the fastest growing channel with materially higher lifetime customer value.



Know your customer needs

Invest in your data insights, protect your supply chain and know 'right to play' categories.



Innovation matters

Be bold, protect the big bets, revisit process with consumer at heart and agile iteration in design.

Designing products that ladder up to strong brands, in the context of changing consumer behaviour and expectation will ensure consumer satisfaction, repeat purchase and loyalty.

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